

## ABSTRACT OF THE DISCLOSURE

[Object] To provide an organic electroluminescent element driving circuit to which a reverse-bias is applied, with neither substantial increase in power consumption nor increase in layout space involved.

- 5 [Solving Means] With switches 20-1 and 20-2 arranged, electroluminescent elements are set to be in a reverse-bias state. The pixels are reverse-biased on the basis of a group of predetermined pixels at a time, for example, the pixels are reverse-biased on a pixel-by-pixel basis or on a line-by-line basis, or all pixels are reverse-biased at a time. In this way, reverse bias can be applied without the need for an
- 10 additional power source, and with neither substantial increase in power consumption nor increase in layout space involved. The service life of the organic electroluminescent element can thus be prolonged.